# **3 CTA Formats That People Actually Click**

*Because “Just checking in” is not a strategy.*

## **1. The “Easy Yes” CTA**

This one makes it absurdly simple for someone to say yes—no commitment, no calendar invite, just a brainless next step.

**Examples:**

* “Want me to send it over?”
* “Should I drop the link?”
* “Want me to put it in your inbox so you can skim later?”

**Why it works:** It shifts the action to *you*, removes friction, and makes the ask feel more like a favor than a demand.

## **2. The “You Choose” CTA**

Give them options. People love options. Options feel chill. Non-pushy. Like *they’re* in control.

**Examples:**

* “Totally up to you—happy to send over more details or leave you in peace.”
* “Open to it? I can either send the short version or give you the deep-dive if you're curious.”
* “Want to keep this async or hop on a quick chat? Either’s cool with me.”

**Why it works:** It removes pressure while still guiding the conversation forward. Plus, people don’t ghost as much when they feel like they’re driving.

## **3. The “Soft Close” CTA**

Use this when you’re ready to wrap it up without sounding passive-aggressive or clingy.

**Examples:**

* “If now’s not the right time, no worries—just figured I’d ask.”
* “If it’s a no, feel free to ghost me. I’ve been there.”
* “Either way, appreciate you reading this far.”

**Why it works:** It respects their time, gives them an easy out, *and* weirdly gets more replies—because it doesn’t reek of desperation.